

FIG. 1

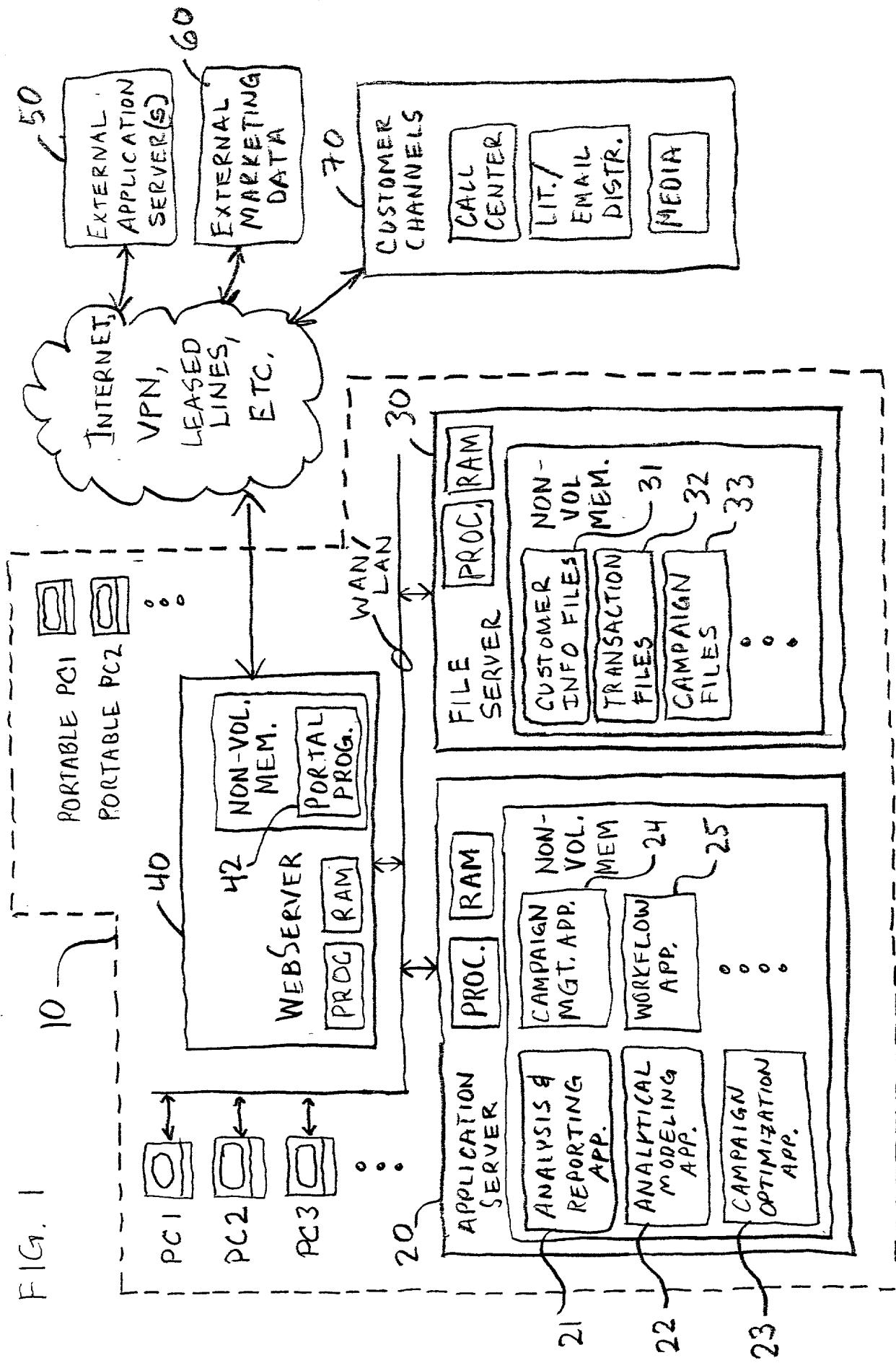
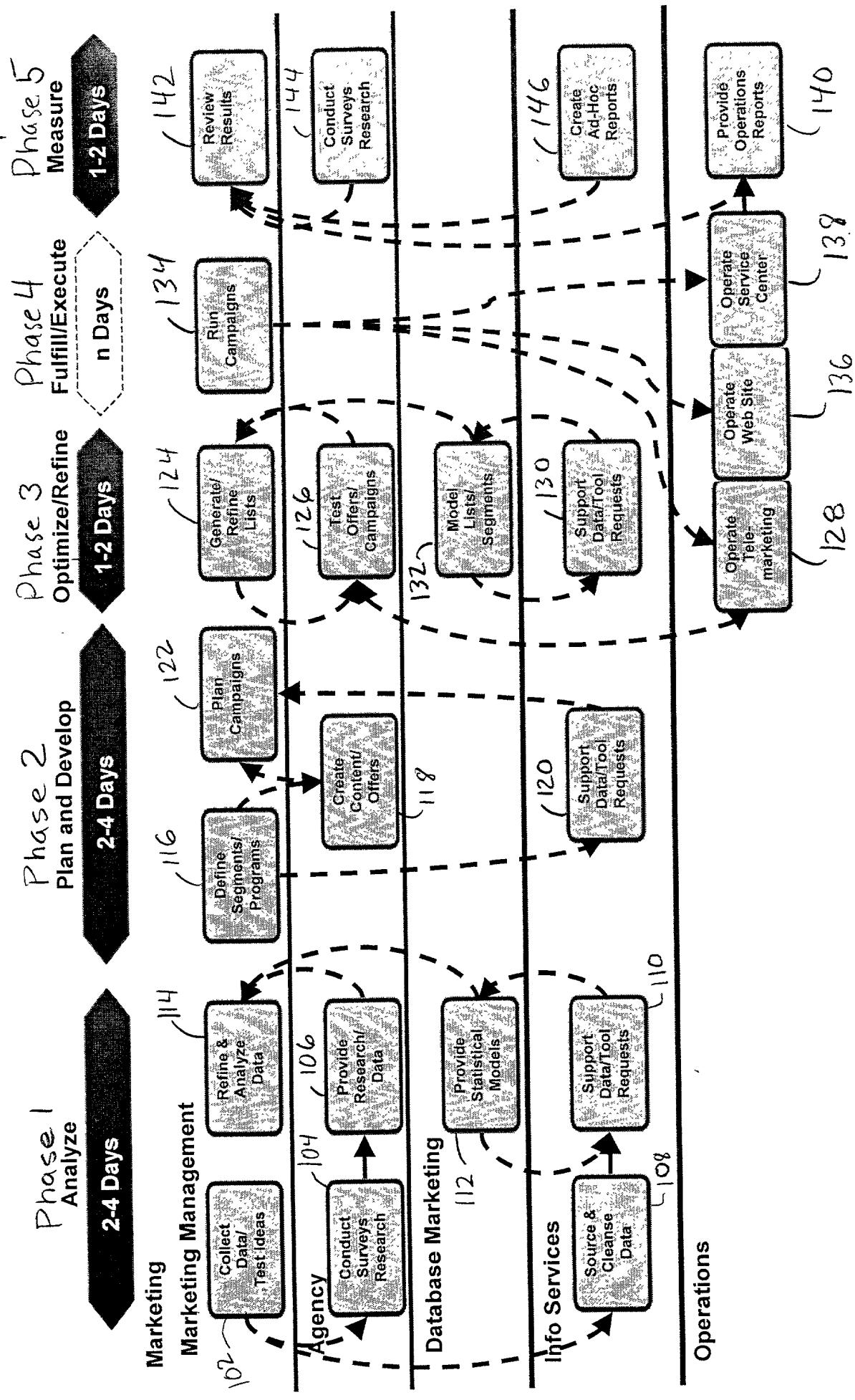


Fig. 2



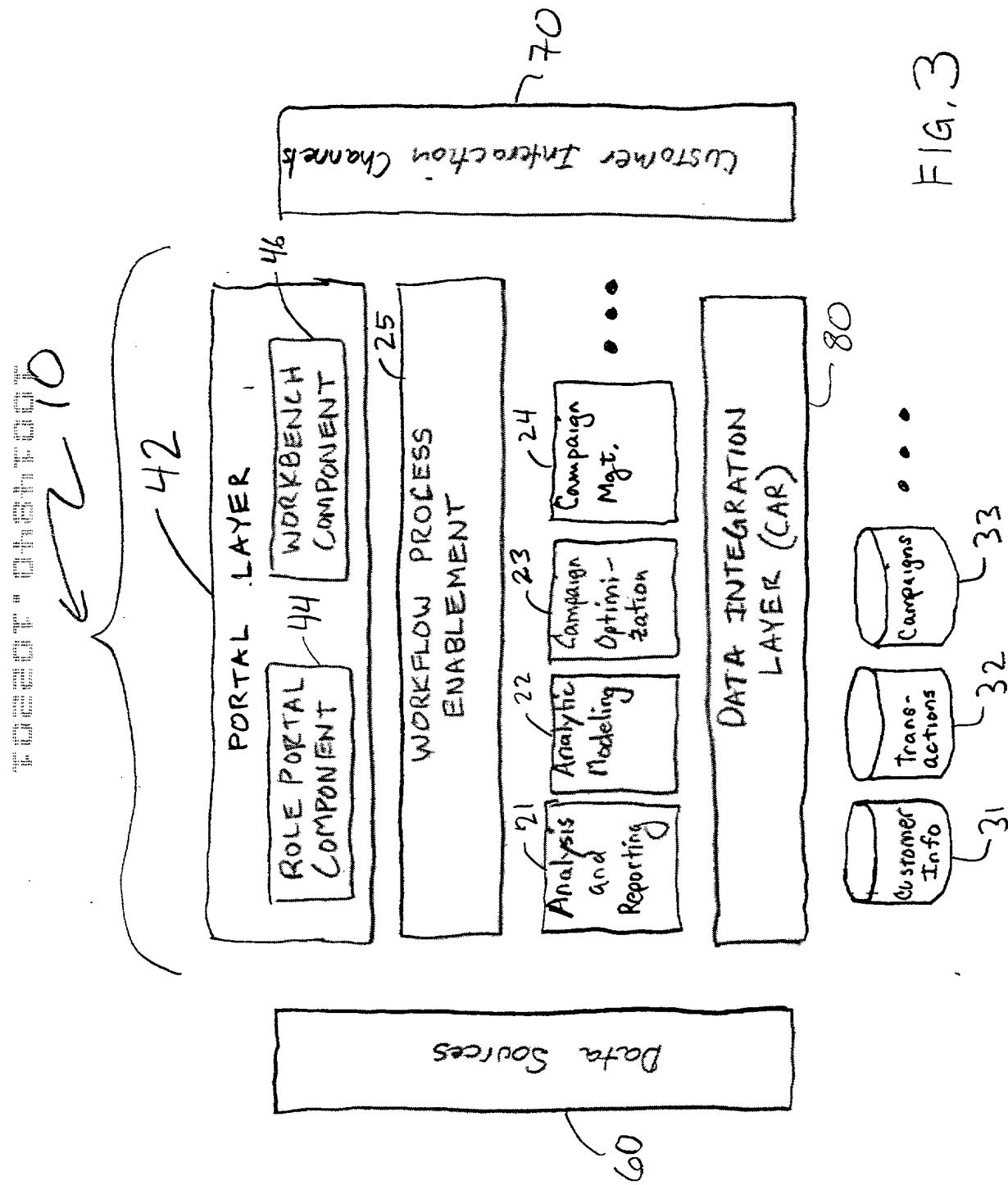
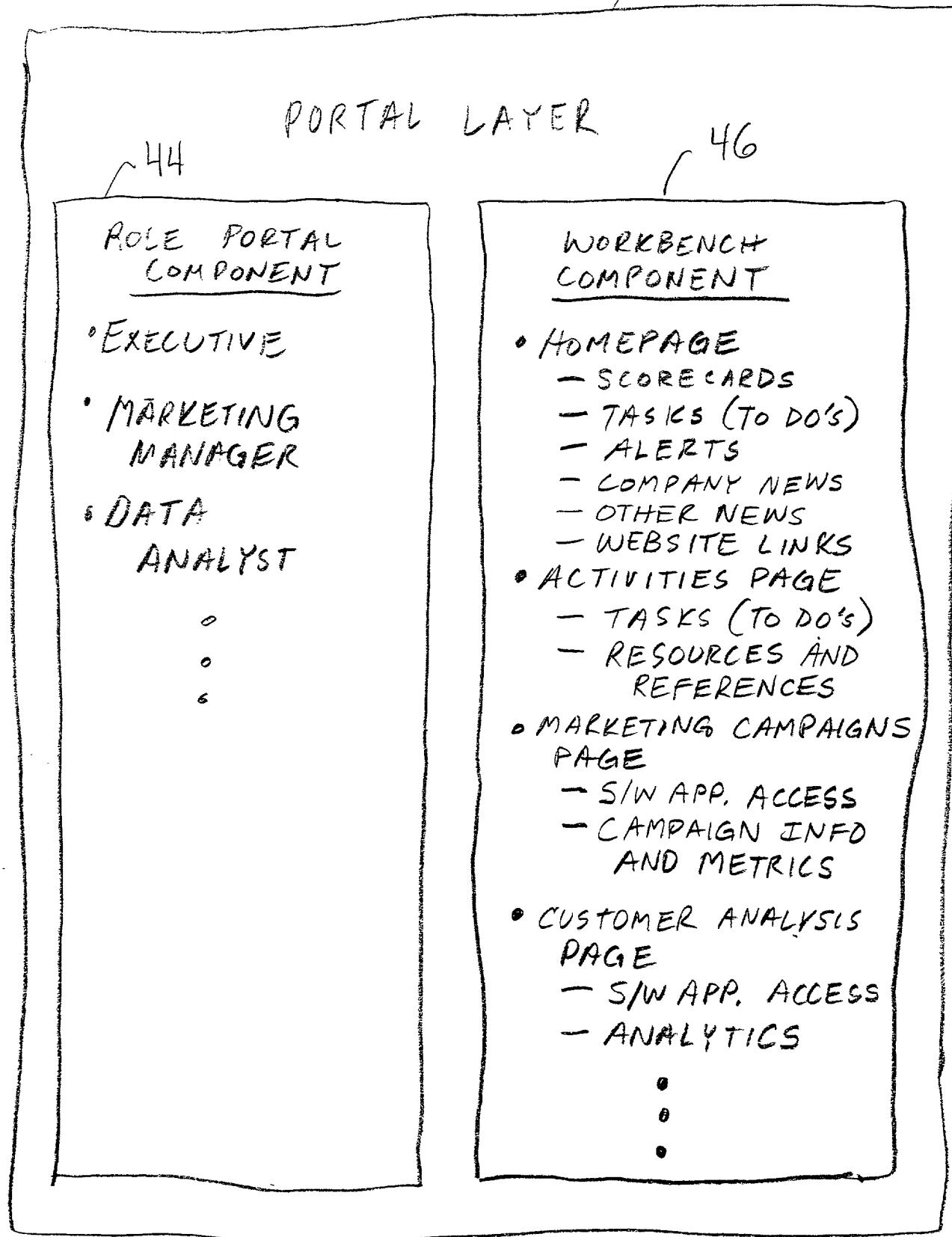
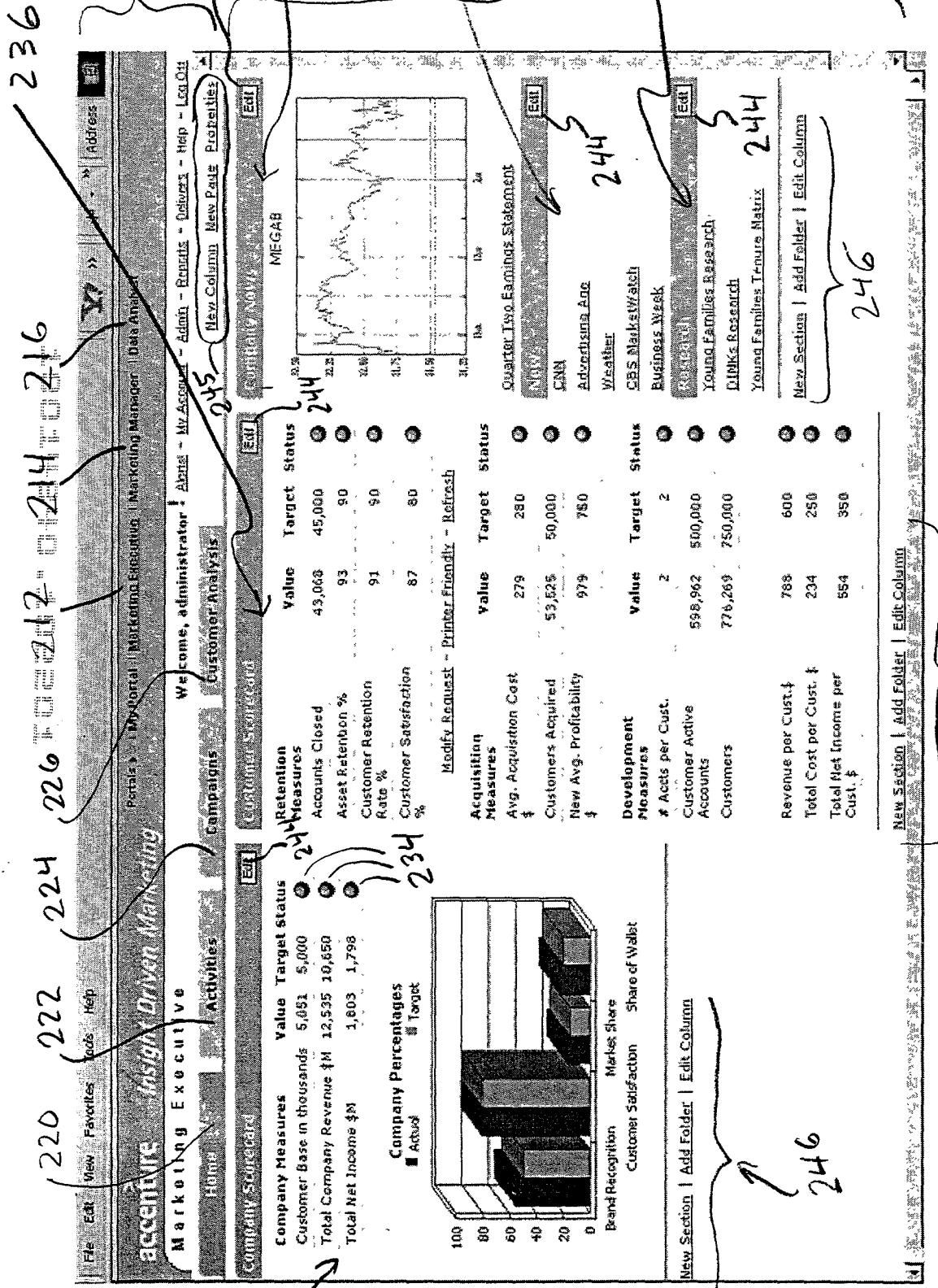


FIG. 4

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and when the *hedgehog* is disturbed it lets out a sharp, shrill, and very distinct cry.

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THE JOURNAL

Marketing Executive Home Task Details

**Task Details**

**Assignee:** Maria Martinez - Marketing Campaign Manager

**Phone Number:** (612)277-8778

**Work Item:** Initiate Program

**Status:** Impacted

**Date Assigned:** 20-Jul-01

**Date Due:** 25-Jul-01

**Input Program Name:**

**Input forms:**

**Description:** To start a new program strategy process, open the attached form and enter an identifying name for this process. This name will be used to maintain relationships later on in the process (es).

**Actions:**

**Continuus** **Reassign**

**Online References:**

R09 Company Assessment-KPI report.doc  
R20b Objectives Memo.doc  
R20 Business Objectives-KPI Report.doc

FIG.8

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Marketing Executive					
Home		Activities		Edit	
Program Type	Program Description	Est. ROI	ROI Target	Status	Edit
Acquisition	Acquire Young Professionals	8.15%	8.00%	●	
Cross Sell	Credit Card	8.70%	8.00%	●	
Consumers	Family Home	13.09%	12.80%	●	
Loans	Develop Day Trading Accounts	10.05%	10.00%	●	
Grow	Average Transaction Value	10.70%	10.20%	●	
Development	Brokerage Accounts	16.20%	15.00%	●	
Loyalty	Transaction Brokerage Accounts	10.30%	9.50%	●	
Program Update	High Value DINKYs	9.90%	8.50%	●	
Retain High Value DINKYs	Retain High Value Families	10.43%	9.50%	●	
Retain High Value Empty Nesters	Young Singles	12.43%	12.25%	●	
Retention	Retain Young Families	11.90%	11.30%	●	
Families	Retain High Value Singles	14.10%	14.00%	●	
	Retain Young Singles				

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Fig. 9



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Welcome, administrator | Marketing Executive | Marketing Manager | Data Analyst

File Edit View Favorites Tools Help

Activities Customer Analysis Campaigns

Home Data Mining Applications Add an Analytical Report

Launch Analytical Modeling Tool

Add an Analytical Report

Please enter only the name of the folder of the Analytical Report that was created. (\*Required Field)

Rename or Delete a link.

\*Folder Name:

Folder Alias:

(If you would like to enter a more descriptive text for the link name)

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FIG. 11

Marketing Executive

Profile My Portal Marketing Executive Marketing Manager Sales Analyst

Welcome, Administrator! Admin - My Account - Admin - Results - Deliver - Help - Log Out

Home Activities Campaigns Customer Analysis Segment Overview

Segment Overview

982

Customers by Segment

Segment	Count	Total Product	Products per Customer	Total Assets	Total Profitability
Dinks	1,702,010	2,27	\$0,514,895,266	\$371,519,000	
Empty Nesters	2,689,965	2.56	\$158,220,791,331	\$309,399,230	
Families with Teens	2,403,706	2.40	\$166,206,477,563	\$348,602,750	
Retired	2,797,919	2.00	\$168,666,516,090	\$245,735,795	
Young Families	1,633,923	2.10	\$0,242,830,751	\$457,661,740	
Young Singles	611,436	1.62	\$354,136,771	\$74,39,790	

984

Lifetime Segment Average Age Average Income Average Family Size % Married % Male

Segment	Avg Age	Avg Income	Avg Family Size	% Married	% Male
Dinks	30.5	\$60,012	1.5	40.0%	55.1%
Empty Nesters	55.5	\$70,021	1.5	80.1%	45.0%
Families with Teens	46.5	\$65,033	3.5	90.0%	51.1%
Retired	79.5	\$45,026	1.5	80.1%	45.1%
Young Families	38.5	\$50,013	2.5	70.1%	52.1%
Young Singles	24.2	\$40,042	0.5	0.0%	65.1%

986

Lifetime Segment Consumer Count

Segment	Count
Dinks	167,483
Empty Nesters	83,976
Families with Teens	119,636
Retired	60,314
Young Families	225,236
Young Singles	99,620
<b>Grand Total</b>	<b>776,269</b>

988

Lifetime Segment % Fitness % Outdoors % Travel % Domestic % Cultural % Blushup % DIY % Technology

Segment	Fitness	Outdoors	Travel	Domestic	Cultural	Blushup	DYI	Technology
Dinks	30.0%	29.9%	30.0%	10.0%	40.0%	5.0%	29.9%	29.9%
Empty Nesters	5.0%	20.0%	5.0%	25.0%	25.0%	10.0%	30.0%	4.9%
Families with Teens	10.0%	25.0%	10.0%	20.0%	20.0%	20.0%	20.0%	9.9%
Retired	5.0%	10.0%	5.0%	30.0%	30.1%	15.0%	15.0%	4.9%
Young Families	20.0%	29.9%	20.0%	15.0%	15.0%	30.0%	10.0%	19.9%
Young Singles	40.0%	20.0%	40.0%	10.1%	10.1%	30.1%	5.0%	29.8%

FIG. 12

# FIG. 13A

## ANATOMY OF A MARKETING CAMPAIGN: THEN AND NOW

### 26 WEEKS VS. 26 MINUTES

**26 Weeks:** For many companies today, moving from marketing idea to campaign execution is a long, laborious series of steps. Collaboration is hindered by functional silos. Data are gathered in batch from external departments and outside agencies. By the time the campaign is out the door, the data have aged, leaving opportunity to more quickly moving competitors.

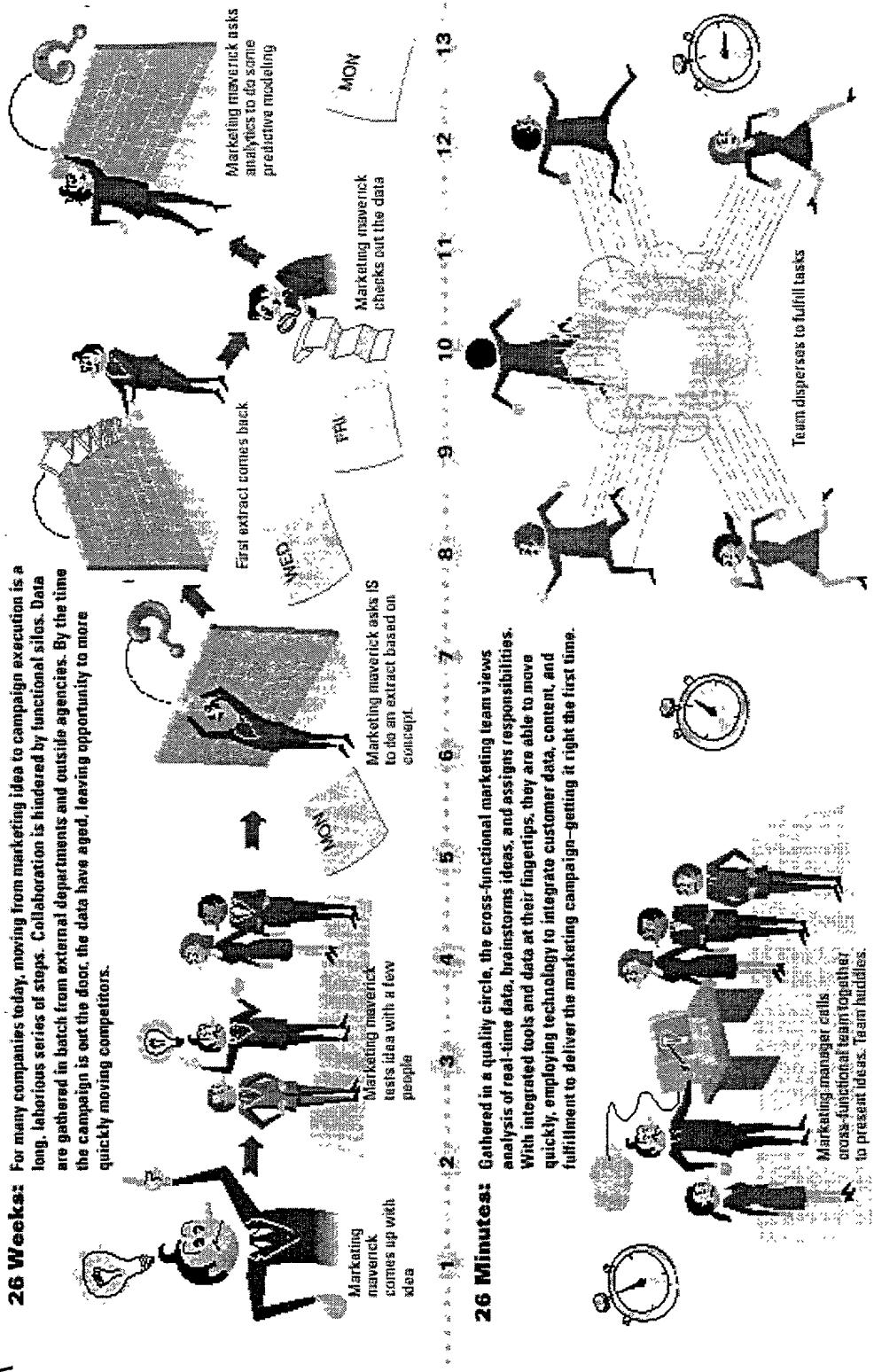


Fig. 13B

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